

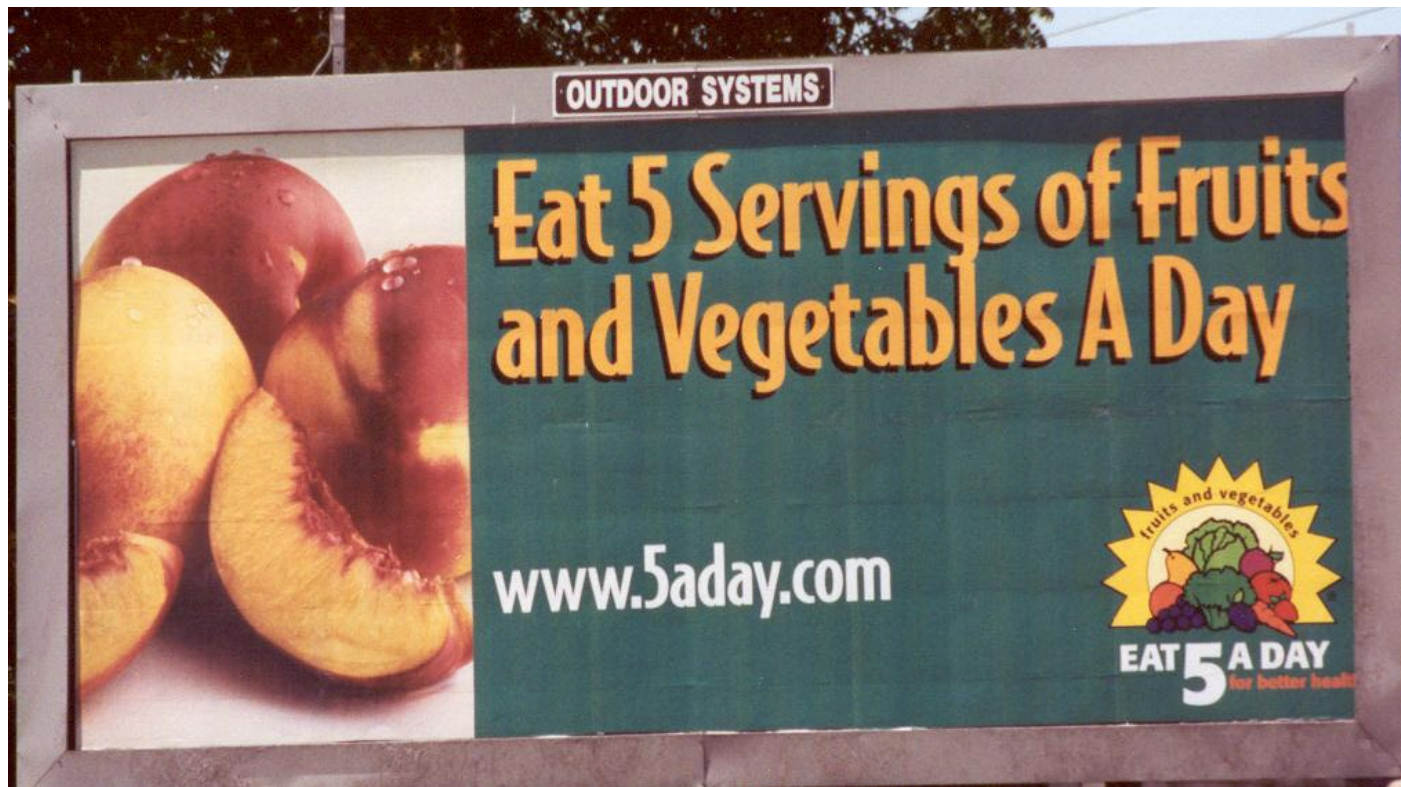
*Working with Retailers to Target the 5 A Day
Message to Consumers*

Mike Marrott
VP Customer Service
Ahold USA

5 A Day Billboards



5 A Day Billboards



Graham Kerr and 5 A Day

Moving into TV

- Designed to air regularly--- twice a week during local news.
- Currently 17 markets are using the series regularly.
- If “Do Yourself a Flavor” is not playing in your area, and if you have contacts at television stations or would

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COUPON EXPIRES 08/23/00

SAVE \$1.00

ON ANY ITEM UNLESS LAW PROHIBITS
**WEB
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 GOOD ON YOUR NEXT SHOPPING VISIT
 THANKS FOR BUYING APPLES

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REDEEMABLE ONLY AT
 Not Subject To Doubling

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5 000000-FFfVv 5 (8102) 00

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COUPON EXPIRES 08/23/00

FREE

**ONE (1) RED
 DELICIOUS APPLE**

EAT 5 SERVINGS A DAY OF FRUIT &
 VEGETABLES FOR BETTER HEALTH

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LIMIT ONE ITEM OR COUPON PER
 CUSTOMER. COUPON GOOD ONLY FOR
 THE PRODUCT INDICATED.
 ANY OTHER USE CONSTITUTES
 COUPON FRAUD.

*****CASHIER*****
 *
 * Enter Retail Value: *
 * *
 *

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